

MINUTES  
COUNCIL ON RECYCLING  
JULY 23, 2003  
ALLIANT ENERGY CENTER  
BOARDROOM  
1919 ALLIANT ENERGY CENTER WAY  
MADISON, WISCONSIN

**Council Members Present:** Jeffrey Fielkow; Susan Hundt-Bergan; John Reindl; William Swift; Charlotte Zieve.

**Council Members Absent:** None (two vacancies)

**Also attending:** David Martens, Commerce; Dan Meyer, consultant; Joel Stone, DNR; Tracy Toltzman, SC Johnson

**Call To Order:** The meeting was called to order by Vice Chair John Reindl at 9:00 AM.

**Introduction and Announcements:** Reindl welcomed new members and gave some brief background information about the Council. He said that the Council's job is to be advisory to the Governor, legislature and state agencies. Members introduced themselves and gave a short biography.

Jeffrey Fielkow is the Director of Operations for the Midwest at the Recycle America Alliance. The Midwest includes Wisconsin, Minnesota, Iowa, Indiana and Michigan. He was previously with the Peltz Group until they merged with Waste Management to become Recycle America. He is responsible for 12 processing centers- 4 in the greater Milwaukee area, 2 in Dane County and 1 each in Janesville, Menasha, Green Bay, Fond du Lac, Antigo and Superior. He said that recycling is his passion as well as his job. Before joining Peltz he worked for DeLoitte and Touche as a consultant for public sector projects. His hobby is being a member of the Public Works committee for the Village of Bayside.

Susan Hundt-Bergan worked at the DNR for 10 years and was the Team Leader for recycling when she retired 3 years ago. She has done some consulting in recycling since she left. Her prior experience includes working as an aide at the Capitol and working for the Smithsonian as an ornithologist. She also spent 2 years as a Peace Corps teacher in Ethiopia. Now that she is retired her focus is her extended family and her church.

John Reindl is the recycling manager for Dane County. He has held that position in 1989. He said that in 1989 the county told municipalities that they had to recycle to use the Dane County landfill. They agreed to do that if the county agreed to build a material recycling facility (MRF). That was done. They also helped the 61 Dane County communities develop their recycling ordinances. It was a very cooperative process. Materials were developed in 16 different formats and translated into Spanish. His position allowed him to be involved in many projects. He has a Masters degree in recycling and has been involved in recycling/solid waste issues for 34 years.

William Swift is the owner of Swift Recycling Brokers of Germantown. He helps companies find uses for materials they would otherwise be thrown out. Companies he has worked with include the Brady Company, Miller Brewing and Badger Meter. He said he finds recycling an exciting area and there is so much more that can be done. He has been in business for 4 years. He also ran a paper shredder business. Before that he was an ironworker for 33 years.

Charlotte Zieve said she began working environmental issues in the 1970's. She received her PHD in Environmental Studies at UW-Madison in 1986. She did post-graduate work in waste management. She volunteers to pick up trash on the highways 4 times a year. She is also active in the Audubon Society.

Dan Meyer, immediate past chair of the Council, said that he began on the Council in 1992, representing Consolidated Papers- now Stora Enso. He retired in 1995 and began a career in public relations consulting. He said the Council has a good base and the state has a good recycling ethic. However, continuing education is a must. He also told members not to be bashful about contacting state agencies and calling them to task.

Tracy Toltzman, immediate past member of the Council, said that she was on the Council for 4 years. She is an environmental engineer for SC Johnson. She manages all waste disposal including recycling, solid and hazardous waste. She is still a member of the Associated Recyclers of Wisconsin (AROW) and Federation of Environmental Technicians (FET).

Joel Stone, DNR said he is the recycling education coordinator for DNR since 1989. Prior to that he was the director at the MacKenzie Environmental Center. He said that recycling has had a lot of success and has a lot of challenges. One problem he sees is that recycling education is a 'been there, done that' field. People think they know all they need to know and it's hard to make people take the next step. Stone also is responsible for the Public Opinion survey on recycling. That information is on the DNR web site.

David Martens is the Recycling Loan Manager for the Department of Commerce. He has had those responsibilities since 1992. He is the only staff person working directly on recycling at Commerce. Reindl said that recycling is an economic development issue as well as an environmental one and it's great that Commerce is involved.

Dan Fields is the DNR staff assigned to the Council. He has been working in the Communication and Education section of DNR for the past 10 years. Before that he worked for the State Senate for 22 years.

#### **Election of Officers:**

Reindl was nominated for Chair by Zieve, seconded by Hundt-Bergan. There were no other nominations. Reindl was elected Chair.

Fielkow was nominated for Vice-Chair by Hundt-Bergan, seconded by Swift. There were no other nominations. Fielkow was elected Vice-Chair

Hundt-Bergan was nominated for Secretary by Zieve, seconded by swift. There were no other nominations. Hundt-Bergan was elected Secretary.

**Discussion with past members of ongoing projects:** Reindl said there were several projects on-going. The two that he would like to focus on are used oil filters and absorbents and electronics. The used oil filter issue was assigned to the Council by the legislature. The Council did a report and sent it to the legislature several years ago. Reindl said that Meyer talked to legislators and said that the legislature asked for this report so the legislature should do something with it. Legislation has been introduced in both houses by Sen. Harsdorf, Rep Plouf and Rep Ott. Committee hearings have been held in both houses but no further action has been taken. The electronics issue was taken up by the council without a legislative directive. The Council used a similar process to come up with a report. This has not been acted upon at this time.

Meyer said that in 1997 the Council was directed to look into the used oil filter recycling situation in the state. Fields chaired the task force. Meyer said we tried to get all the players to the table. The task force was able to get agreement. Chris Snyder, from the Wisconsin Automobile and Truck Dealers Association played an instrumental role. The idea was to give private industry time to set up a program that would do the job. Meyer said that private industry should have 'enlightened self-interest' on this issue. If they don't do it, someone else will set the rules for them. The legislature did not seem interested and Meyer said he was disappointed that all that work was being wasted. Meyer said he contacted Rep. Ott and that got the ball rolling. Reindl said there was a hearing in the Senate and the Assembly on the issue. There were questions about the time frame and other issues but the authors said they were flexible and willing to work those out. A more significant problem was the fiscal note by Commerce. Commerce said that they would need a ½ time person to do this and they could not find that in their budget. Hopefully the amendments to the bill would make it palatable. Reindl said the committee asked why this was in Commerce instead of DNR. Reindl said the Council felt this was an economic development issue, not a regulatory issue. This was a voluntary program for compliance. Reindl said the Alberta, Canada program was the best model he'd seen. The industry did the whole thing. They headed off a law by setting up the program themselves. They did need some legislation, which they received. The program is very effective. It is affordable and convenient. They are at a recycling rate of nearly 90% for used oil filters. Snyder did a survey of his members and they are at about 15%. Meyer said that with a little encouragement from the legislature, Wisconsin could do this as well. Meyer

suggested that the program be turned over to DNR and that Fields lead the effort. Hundt-Bergan asked if Paul Koziar was still involved. Fields said this area was no longer part of Koziar's scope of duties but that he is still the agencies' best technical expert.

Meyer suggested that the Council continue to push this issue with legislators. You need the big stick of legislation. Give the private sector 2 years to put it together and, if they don't, ban it. Reindl said he would call legislators to follow up. Reindl said the markets exist. Localities do not want to add new items to the collection process because of funding issues. Reindl said that in Madison there is a good used oil and filter system. Not true in all of Dane County. The Alberta system is set up to avoid the cost to the dealership. Reindl said that late in the process the issue of used oil absorbents was raised. That was added because of the amount of used oil that can be extracted.

Joel Stone said that the recycling law requires signs but that has never worked. There has not been any enforcement and there is no compliance. DNR worked on the issue in 1991, 1993 and 1995. However, there has not been any enforcement from the RU's.

Reindl said the other major issue was electronics. The focus was on cathode ray tubes (CRT's). The concern is the amount of lead in CRT's. It is technically a hazardous waste. If you are a commercial generator you must recycle. If you are a household you are exempt. There has been a lot of activity in this area. Nationally the NEPSI (National Electronic Product Stewardship Institute) process has been going for 3 years.

Fields gave some background on the issue. The Council took the issue up on its' own because it was important. Fields said he was asked to chair the group and the task force itself was self-selected by interested individuals. The group met 13 times over 18 months. The recommendations were sent to the Governor and the legislature. The Council itself took 4 meetings to come to a consensus. No legislation has been introduced at this time. The task force estimate was that there was 1 TV for every man, woman and child in Wisconsin (~5.5M). The task force estimate for computers was 2 for every 5 people (~2.2M). If digital TV becomes the standard and other TV's won't work with digital, then we will have 5.5M TV's discarded in the next 5 years. We would prefer to see that all the material is recycled or disposed of responsibly. A lot of the controversy involves who will pay for the disposal. Reindl said that part of the problem was infrastructure. It must also be convenient to get compliance. Toltzman said the fee needed to be on the front end because that is the easiest to collect. Swift said it should be on the back end because people need to be accountable for their own actions. Fields reviewed the Council recommendations:

1. A study to determine the nature and scope. DNR and the Solid and Hazardous Waste Education Center (SHWEC) are working on this study.
2. Support NEPSI activities. NEPSI is still meeting.
3. Developing state procurement guidelines
4. Diverting electronics using a financing system that is incorporated into the price of the product
5. Phase in ban that would apply to all computers (eliminating the household exemption)
6. Certification system to ensure that there was some certainty that the material was recycled or reused.

Reindl said that the Grass Roots Recycling Network (GRRN) is a national group pushing electronics recycling in Wisconsin. A lot of major companies have set up take back systems but they usually charge \$20-\$50, which many feel is cost prohibitive. Fielkow said that some companies have worked to make their products less hazardous and easier to disassemble. Reindl said that legislation has been passed in some states. Fields said that last year 20+ states had legislation on electronics. 3 states have bans on CRT disposal. California's passed but was vetoed by the governor. Reindl said that the Department of Corrections has a program to rebuild computers for schools and non-profits. The program has been controversial because of the use of prison labor and their competition with services provided by the private sector. Questions about proper recycling and data security have also arisen. Hundt-Bergan said that Corrections had a large backlog when she was in DNR. Martens said that they had 80,000 pieces a few months ago. He said he has a problem with the whole concept. If the program is for rehabilitation you do not need 100,000 computers a year for teaching. Toltzman said another issue was whether or not any components were being exported. Meyer said that the Council should invite Corrections to talk to

the Council since there are so many new members. Toltzman said that Randy Case, DNR specialist on mercury, should be invited as well. Reindl said this is still a priority.

**Setting Goals:** Reindl said that the Council was free to choose any aspect of recycling, reuse and waste reduction. Members agreed that used oil filters and electronics are priorities. Toltzman said that the New Frontiers committee looked at non-banned items. In the 'hazardous waste' category they came up with electronics, mercury, batteries, smoke detectors, florescent bulbs, and compressed gas tanks. In the volume category they came up with carpet, furniture, textiles, food waste, toys, books, mattresses and diapers. She also said that there is a group called the 'Partners Group' that meets irregularly to discuss issues. The group includes WasteCap, DNR, SHWEC, Southeast Wisconsin Waste Reduction Coalition, Business Materials Exchange and others. Reindl said that the Associated Recyclers of Wisconsin (AROW), Wisconsin County Solid Waste Managers Association (WCSWMA) and the Solid Waste Association of North America (SWANA) meet annually and that is a good place to elevate issues.

Reindl said another way to look at the issue is to break the materials up into segments. One segment is problem materials, such as hazardous materials. Another segment is volume, such as food waste, C&D and paper. Another segment is market problems, such as glass. Another is administrative problems such as enforcement. There are also funding problems that keep RU's from picking up more material. There are legislative issues such as recycled content in newsprint. There are opportunities such as festival recycling. Reindl said we should ask many groups about their priorities.

Stone asked that the Council remember the banned items. Tires may be an issue again. The DNR has an open burning workgroup headed by Kevin Kessler. They are dealing with burn barrels and the burning of Ag plastics. Stone said the waste sort is completed and will be briefing the administration soon. Fielkow asked about other states. Stone said that it was very difficult to compare. The states do not count the same things so it can be very misleading. Fielkow agreed. He said that we should look at internal data. Reindl agreed saying that other factors, such as the cost of landfills, make a big difference. For example, in Minnesota the state has a 17% surcharge on commercial solid waste bills and 9 ¾ on residential and solid waste costs. It is really difficult to compare costs. Hundt-Bergan said that the waste sort should give us data on how well we are doing, which should tell us how well the law is working.

Toltzman said that the Council also had talked about audits. Reindl said it was about auditing Corrections. Meyer said that issue was still open.

Reindl said that the DNR has started 2 new programs. The Recycling Efficiency Grant program was directed at consolidation and cooperative agreements. There will be an effort in the future to expand the program to internal efficiencies. The other program is for pilot projects to allow an RU to change their program and drop one material (e.g. glass) and replace it with another material (e.g. food waste). Stone said that Kenosha had applied. There is no funding associated with this program. Reindl said there is a bill in the legislature to extend the sunset of the law from 2 years to 12 years.

Reindl said he would invite the various groups to give their priorities either by mail or at the next meeting. Meyer urged the Council to keep pushing on used oil filters and electronics. There is momentum and the Council should talk to their legislators and push the legislature act. Zieve asked for position papers and some organization to the effort. Hundt-Bergan asked for a clarification of the lobbying law as it applied to Council members. Reindl said the next meeting the Council should set priorities.

## **Reports**

**Chair:** Reindl said that there were two vacancies on the Council. He expects them to be filled by the next meeting. He also said that the Council can create standing committees and subcommittees. The subcommittees can include members from out of state. There were out-of-state members on both the used oil filter and computer and electronics committees.

**Public Comment:** None

### **Updates**

**Recycling Market Development Board**: Martens said that the RMDB will end if the budget is signed as it now stands. The funds will go to the general fund. The funding for WasteCap and BMEX will transfer to DNR to administer. He said that even though Commerce will not have a recycling program, it will still be able to help a recycling company if that company creates jobs. The area development managers throughout the state will be responsible for that activity. Reindl thanked Martens and the RMDB for their service to recycling.

**DNR**: Stone said the budget cuts 2 positions from the waste program. 1.4 positions for Enforcement are converted from GPR to Recycling Segregated funds in FY 05.

Stone said that the Green Schools program will be rolled out on August 15. It will be a comprehensive approach. It will be a web-based program. Requirements of the program include an audit; green teams and whole school must be involved. Involvement can't be just one teacher or class. This fits into the new emphasis in schools on community service. Successful schools will receive publicity and outreach at the local level. Even though it is a bad time because of school budget problems, it is being promoted as a way to save money and bring the school closer together.

### **Other Business:**

Reindl suggested a resolution thanking the past members of the Council for their contributions. Zieve moved and Fielkow seconded. Motion passed. Reindl will write the letters.

The next regular Council meeting is at 9:00 AM on Wednesday, September 24, 2003 at the Alliant Energy Center, Kegonsa Room, Exhibition Hall, 1919 Alliant Energy Center Way, Madison.

The last scheduled Council meeting for 2003 will be Wednesday, November 19, at a site to be determined.

**Adjournment**: Swift moved, Zieve seconded. The Council adjourned at 11:55 AM

Respectfully submitted by Daniel B. Fields, Department of Natural Resources.